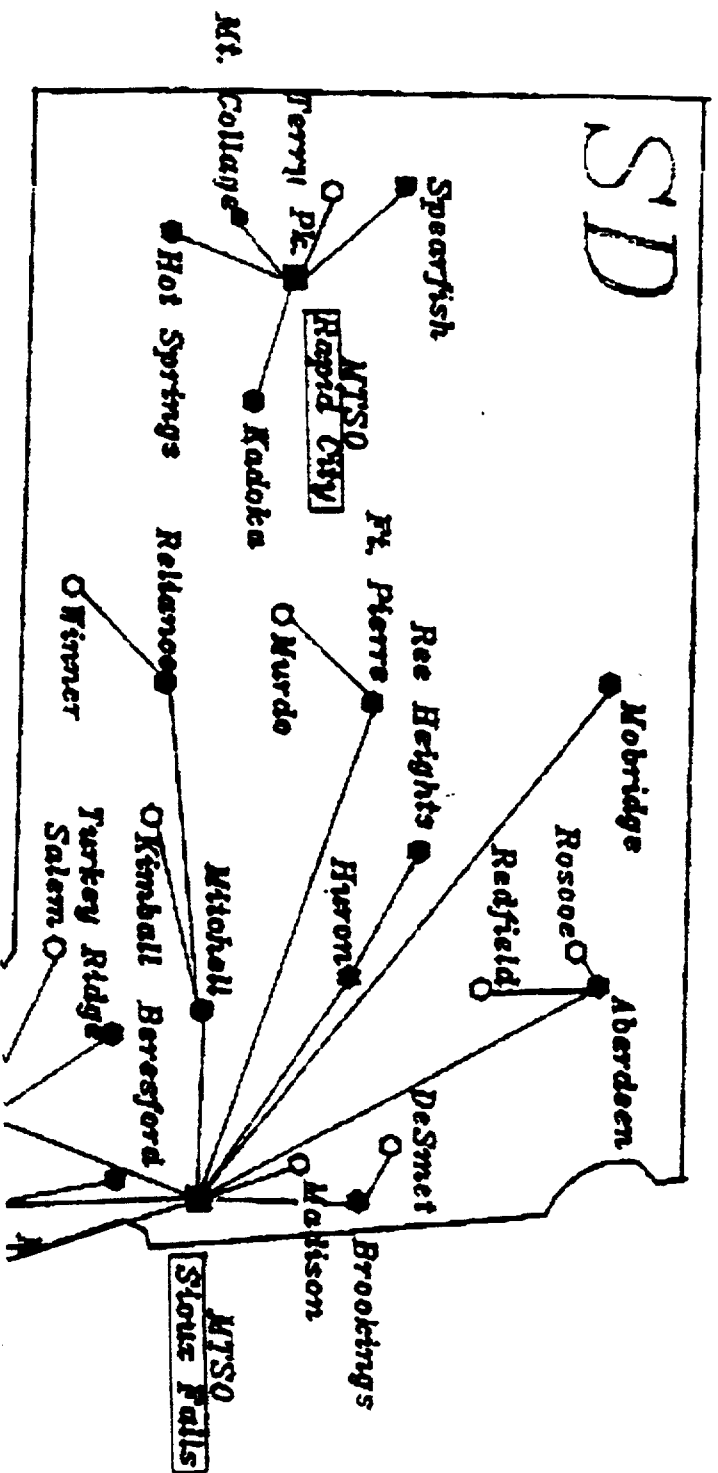
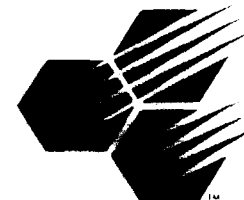


CTIA



WIRELESS BUYING POWER

- WIRELESS COMPANIES CAN
CONCENTRATE CONSUMER POWER IN
BUYING COOPERATIVES



CTIA

| Company Name | Nationwide Long Distance Offerings |
|--------------------------|--|
| AirTouch Cellular | Free Nationwide Long Distance for New Subscribers |
| Atlantic Cellular | \$15 a Month Nationwide Calling |
| Horizon Cellular | \$9.99 a Month Nationwide Calling |
| Vanguard Cellular | \$9.95 a Month Nationwide Calling |



CTIA

| Company Name | Toll Free Wide Calling Areas |
|-----------------------------------|---|
| Atlantic Cellular | New Hampshire, New York, Vermont |
| CommNet Cellular | Colorado, Idaho, Iowa, Montana, North Dakota, South Dakota, Utah and Wyoming |
| GTE MobileNet | California, Florida, Indiana, Tennessee, Texas |
| Horizon Cellular | Kentucky, West Virginia |
| Rural Cellular Corporation | Minnesota, South Dakota |
| Vanguard Cellular | Maine, Massachusetts, New Hampshire, West Virginia |
| Wireless One Network | Florida, Ohio, Pennsylvania, West Virginia |



CTIA

"Wow! How can they do that?"

Unlimited long distance calls for \$9.99 a month.

For an additional \$9.99 a month, you can make
unlimited long distance phone calls from your home area
to anywhere in the country. Call us today.

ADVANTAGE *only* Exclusively from Cellular One.

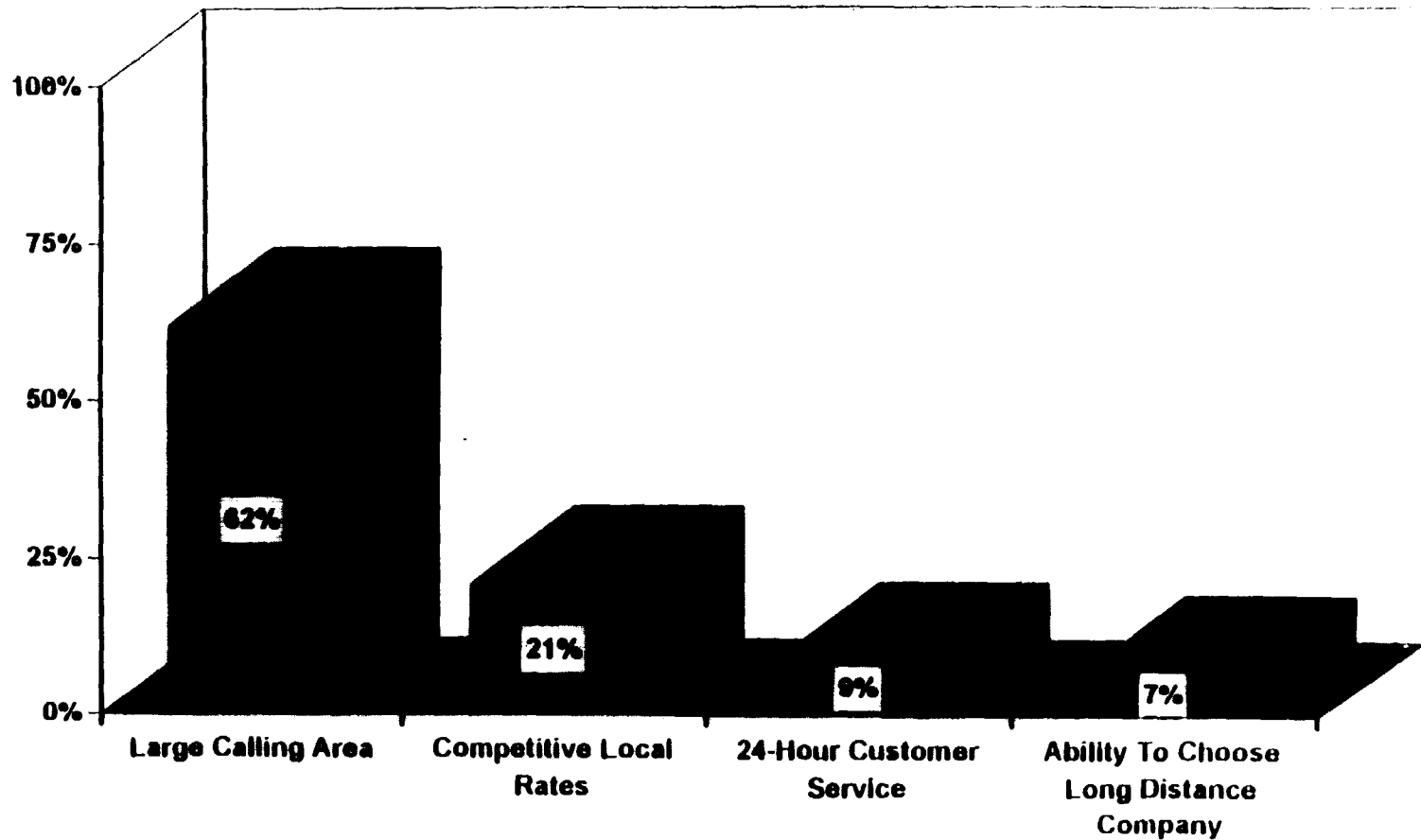
CELLULARONE

1015 Forder Court, Kansas from the Fairgrounds 238-5555 Toll free 1-800-898-2638



CTIA

ATTRIBUTE RATED MOST IMPORTANT



SBC SURVEY - 1/95



CTIA

MARKET SURVEY REVEALS CUSTOMERS' PRIMARY CONCERNS:

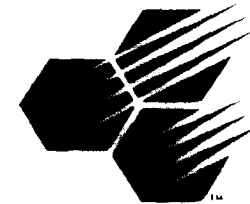
- **LOWEST POSSIBLE MONTHLY CHARGES**
- **WIDE AREA COVERAGE**
- **ONE BILL**
- **QUALITY CONNECTIONS**

(Source: AirTouch Communications, 9/94)



BRUTAL EXPERIENCE

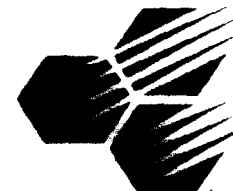
- RBOC (WITH “EQUAL” ACCESS)
vs. NON-RBOC CELLULAR COMPANY
- HOW ARIZONA CONSUMERS LOST OUT



CTIA

IF YOU WERE AN IXC...

- ASK GOVERNMENT TO STOP COMPETITION
- REDUCE COMPETITOR TO A CONDUIT



CTIA

NORTH AMERICAN NUMBERING PLAN

- Two out of three new numbers are assigned to wireless services.
- Administration must be fair and service neutral.
- Administration must be done by independent, non-governmental entity.
- FCC action is needed immediately.



CTIA

Cellular One now offers a new, expanded home calling area.

At Cellular One, we know how difficult it is to hang on to your hard earned money. So we've come up with a way to help you save big time.

It's our new expanded home calling area. And it includes Austin, Victoria, Corpus Christi, Laredo and Fredericksburg—all the cities you'd most likely be in if you were calling from outside San Antonio. In fact, Cellular One now lets you call just about anywhere in South Texas at

your home anytime rate without incurring extra costs like roaming charges.

And as always, you won't pay any interconnect fees.

What's more, until June 30, 1995 you'll get an extra benefit—no long distance charges for calls placed between Austin, San Antonio and Corpus Christi.* Now with Cellular One, things are bigger. And better.

So stop by today, or call us at 861-7070. And start holding on to more of your money.

CELLULARONE®

IMAGINE NO LIMITS™

Conveniently located at: 2727 NW Loop 410 at Vance Jackson • 861-7070

Holiday hours: Mon.-Fri. 8 am to 7 pm, Sat. 10 am to 7 pm and Sun. 12 pm to 5 pm. Closed Dec. 25-26, and Dec. 31-Jan. 2

*No long distance charges for calls originating in the home calling area (Austin, San Antonio, Victoria, Corpus Christi, Laredo and Fredericksburg) and terminating in the home calling area. Applies to calls placed between the home calling area and the home calling area. Excludes calls to and from the numbers of Cellular One and Cellular One. All rates subject to change without notice. © 1994 Cellular One. Cellular One is a registered trademark of Cellular One.

**On July 1, 1995, consumers
will discover how “equal” access
will help them pay more for the
services they used to get for free.**



CTIA

WHY WIRELESS "EQUAL" ACCESS?

- ANTI-COMPETITIVE
- ANTI-TECHNOLOGY
- ADMINISTRATIVE NIGHTMARE



U.S. AIR FORCE

LATAS

BTAS

MTAS

